



Valuence

Valuence Joins the Japan Sustainable Fashion Alliance (JSFA) to Promote Sustainable Fashion

The Valuence Group offers *life-changing value* tailored to all stakeholders, encouraging every person in the world to *live true to yourself*. Valuence Holdings, Inc. (Tokyo; Shinsuke Sakimoto, representative director) announced that the company joined the Japan Sustainable Fashion Alliance (JSFA) in April 2022.

Promoting Reuse as a Way to Contribute to the Transition to a Sustainable Fashion Industry

JSFA was established in August 2021 as a platform for corporate collaboration to find solutions to issues too challenging for any one company to solve on its own on the path toward sustainable fashion.

The JSFA vision is to eliminate fashion loss through appropriate production, purchase, and recycling, as well as to achieve carbon neutrality by the year 2050.

At the same time, the Valuence Group aims to create a sustainable world by pursuing and spreading its core reuse business for luxury brand goods, antiques, and art. Valuence has been responsive to growing worldwide interest in sustainability, accelerating related group initiatives. In May 2021, the group became the first company in the Japanese brand reuse industry to use the LCA (*1) method to calculate and disclose its environmental footprint (*2) and avoided emissions, labeling the results as Resale Impact.

In addition, the ALLU Omotesando vintage brand shop, which opened in February 2022, lists the Resale Impact of each product on merchandise tags, offering a new opportunity for consumers to choose reuse products.

Valuence believes that collaboration and cooperation among industry, local governments, organizations, and other entities are essential to accelerate these initiatives and achieve a sustainable world. The group joined as a supporting member of JSFA, resonating with the organization's philosophy of gathering companies from various expert backgrounds to transition a fashion industry dealing directly with climate change, biodiversity, and other issues toward sustainability.

Through its membership in JSFA, the Valuence Group intends to build a seamless connection between primary and secondary distribution by sharing knowledge about sustainable fashion among member companies. Bringing greater visibility to the environmental footprint of higher-value-added merchandise and expanding efforts to raise consumer awareness about the environmental issues in the fashion industry, the group will accelerate the spread of reuse and help the fashion industry become sustainable.

*1 Life Cycle Assessment (LCA): A method for quantitatively evaluating the environmental impact of a product or service over its entire life cycle (from resource extraction to raw material production, product manufacturing, distribution and consumption, disposal, and recycling) or at specific stages at each step.

*2 Footprint: The environmental impact of greenhouse gases and other substances emitted by individuals, groups, companies, etc., in the course of their lives and activities.

■ **Valuence Holdings Inc.** (<https://www.valuence.inc/en/>)

- Securities Code: 9270 (TSE Growth Market)
- Established: December 28, 2011
- Representative Director: Shinsuke Sakimoto
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- Business lines: Conducts group business management and support, strategic planning, and other functions to maximize corporate value.